



## *Prevent Fire. Save Lives. Campaign Fact Sheet*

### Developing the Campaign

In April of 1999, the North American Coalition for Fire and Life Safety Education hosted the Solutions 2000 meeting in conjunction with the Congressional Fire Services Institute (CFSI). This meeting examined fire safety challenges of three high-risk groups that are not able to make immediate life saving action in the event of a fire: children, older adults, and individuals with disabilities. The meeting brought together USFA and 54 representatives from various organizations including AARP, National SAFE KIDS Campaign and National Fire Protection Agency (NFPA). The Solutions 2000 report was generated from this meeting and additional research was commissioned by USFA to look at the fire related problems among each at-risk-group.

### Prevent Fire. Save Lives. Campaign Goals

The fire challenges that face America's Seniors drew immediate attention: Seniors between the ages of 65 and 75 have a fire death rate twice that of the national average, between 75 and 85, three times the national average and Americans over the age of 85 have a fire death rate that is four times the national average. The campaign is the USFA's first public step to **reduce the loss of life by 50 percent** over 10 years in the "65 years and older" age group.

The campaign's theme is *Prevent Fire. Save Lives.* This national campaign works to empower at-risk group populations, educate the general public, and urge fire service organizations and groups working with older Americans to join together to take action to reduce fire deaths among people over age 65.

### Campaign Partners

AARP, the International Association of Black Professional Firefighters, International Association of Hispanic Firefighters, National Volunteer Firefighters, and the International Association of Fire Chiefs are the first partners in a growing list to lend their support to the *Prevent Fire. Save Lives.* Campaign.

Using our campaign materials you can:

- Visit or call local television and radio stations to encourage them to run the PSAs.
- Customize our media materials and create your own outreach program to reach Seniors through radio talk shows, newspapers and other outlets.
- Coordinate with your local AARP chapter, Agency on Aging and other organizations to schedule fire safety speakers and presentations.
- Identify geographic clusters of Seniors in your community and plan door-to-door visits with fire safety information and smoke alarms.
- Plan activities in May (Older American's Month) that focus on Seniors or in October (Fire Prevention Week) that focus on Seniors

### **For More Information Contact:**

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The *Prevent Fire. Save Lives.* Campaign